Ideation Phase Empathize & Discover

Date	04 June 2025
Team ID	LTVIP2025TMID20349
Project Name	Resolve Now : Your Platform For Online
	Complaints
Maximum Marks	4 Marks

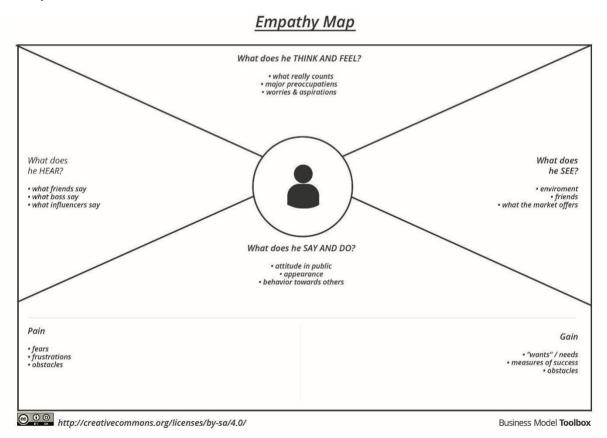
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Resolve Now

Empathy Map for Constomer

Registering Complaints Online

THINKS

- Will my complaint actually be resolved?
- Is this platform secure and trustworthy?
- · Will I get updates or just be ignored?
- Is this the right department for my issue?

SAYS

- This process should be faster.
- · I'hope someone is reading this.
- I've already complained before nothing happened
- Why do i need to fill so many details?

HEARS

- Just file a complaint online—they may not even reply.
- · Use social media, it works faster

SEES

- · Complex forms or dropdowns
- Confusing categories or unclear instructions
- · Contact info hidden or missing
- · Competitor platforms with simpler UI

FEELS

- · Frustrated due to delayed or no response
- · Skeptical about whether action will taken
- · Poweriess in resolving the issue quickly
- Anxious if the complaint is serious (e.g. safety-related)

NEEDS / GAINS

- Acknowledgment of complaint with tracking number
- · Timely updates and resolution status
- · User-friendly, mobile-responsive interface